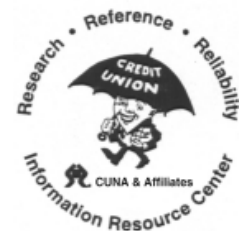


GREAT MOMENTS IN CREDIT UNION HISTORY



CUNA MUTUAL INSURANCE SOCIETY

CUMIS INSURANCE SOCIETY, INC.

MADISON, WISCONSIN HAMILTON, ONTARIO

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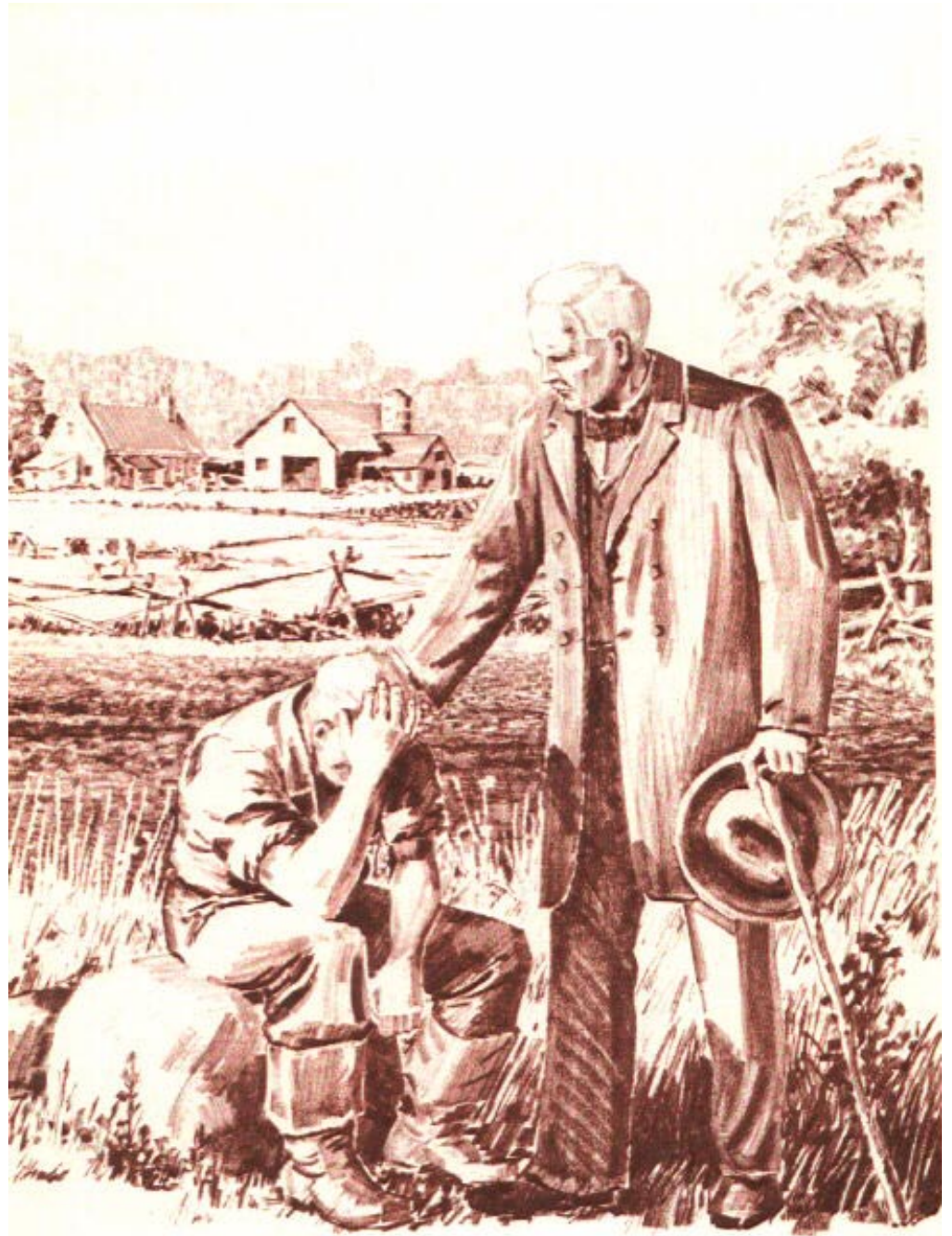
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“The history of the credit union movement, brief as it is, is undoubtedly one of the most inspiring and reassuring chapters in the story of all mankind. CUNA Mutual Insurance Society feels that it is tremendously important to the credit union movement today that this glorious history be thoroughly understood and appreciated as a means of inspiring and guiding us to future goals of progress. In our 1963 policyowner calendar, and again in this booklet, we attempted to portray and dramatize some of the memorable “Great Moments in Credit Union History”. All of us today, who are dedicated to member take pride in these “Great Moments” which have milestones in the progressive expansion of credit union service.”

C. F. Eikel, Jr.
President
CUNA Mutual Insurance Society
CUMIS Insurance Society, Inc.

THE CREDIT UNION IDEA IS BORN

The credit union idea was born more than a century ago in the mind and heart of Frederick William Raiffeisen, mayor of a small town in Germany. The atmosphere of its birth was famine among farmers. Debt of epidemic proportions and unscrupulous money lenders were taking all that the farmers owned. Deeply troubled by the suffering of his people, Raiffeisen appealed to wealthy citizens for aid, but their help was inadequate. This was the time for the dawn of a new idea, and it came to Raiffeisen in these troubled times — an idea that the people could surmount this common problem of poverty by pooling their own meager savings and lending them to each other at a low rate of interest. This was the credit union idea.



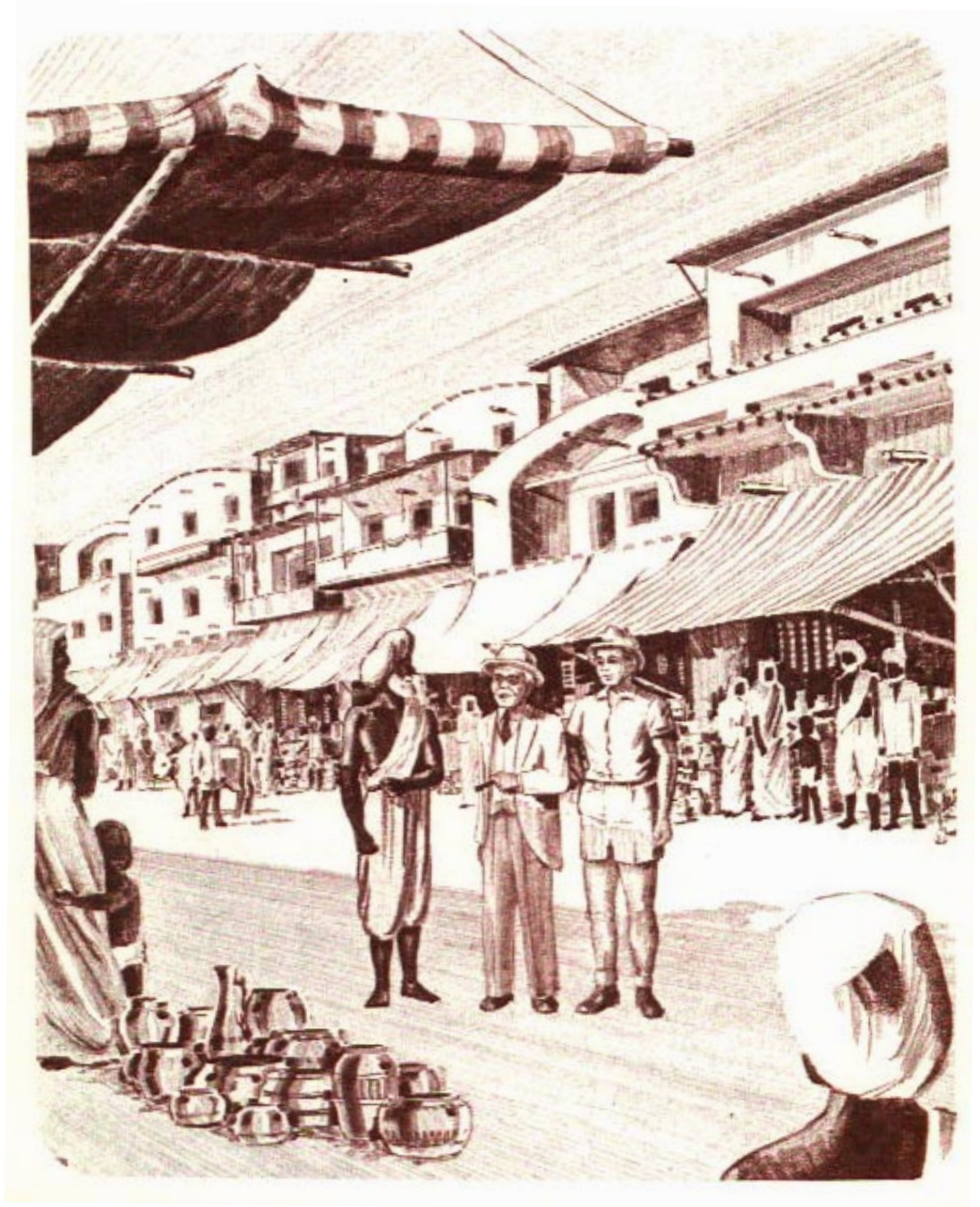
THE FIRST AMERICAN CREDIT UNION

The seeds of the credit Union idea were first planted in North America at Levis, Quebec, in 1900 by Alphonse Desjardins, French-Canadian journalist. Troubled by the economic plight of his friends and neighbors, Desjardins wanted to prove that people could help themselves by saving together and lending to each other at low rates of interest. The success of this credit union, which he established in his own home at Levis, was the basis on which he was able to organize a second, a third, and ultimately many more credit unions. Credit unions became a way of life for Desjardins, and he ultimately helped to establish the idea in the United States. His credit union experience at Levis was thus the foundation on which the credit union movement of North America was built.



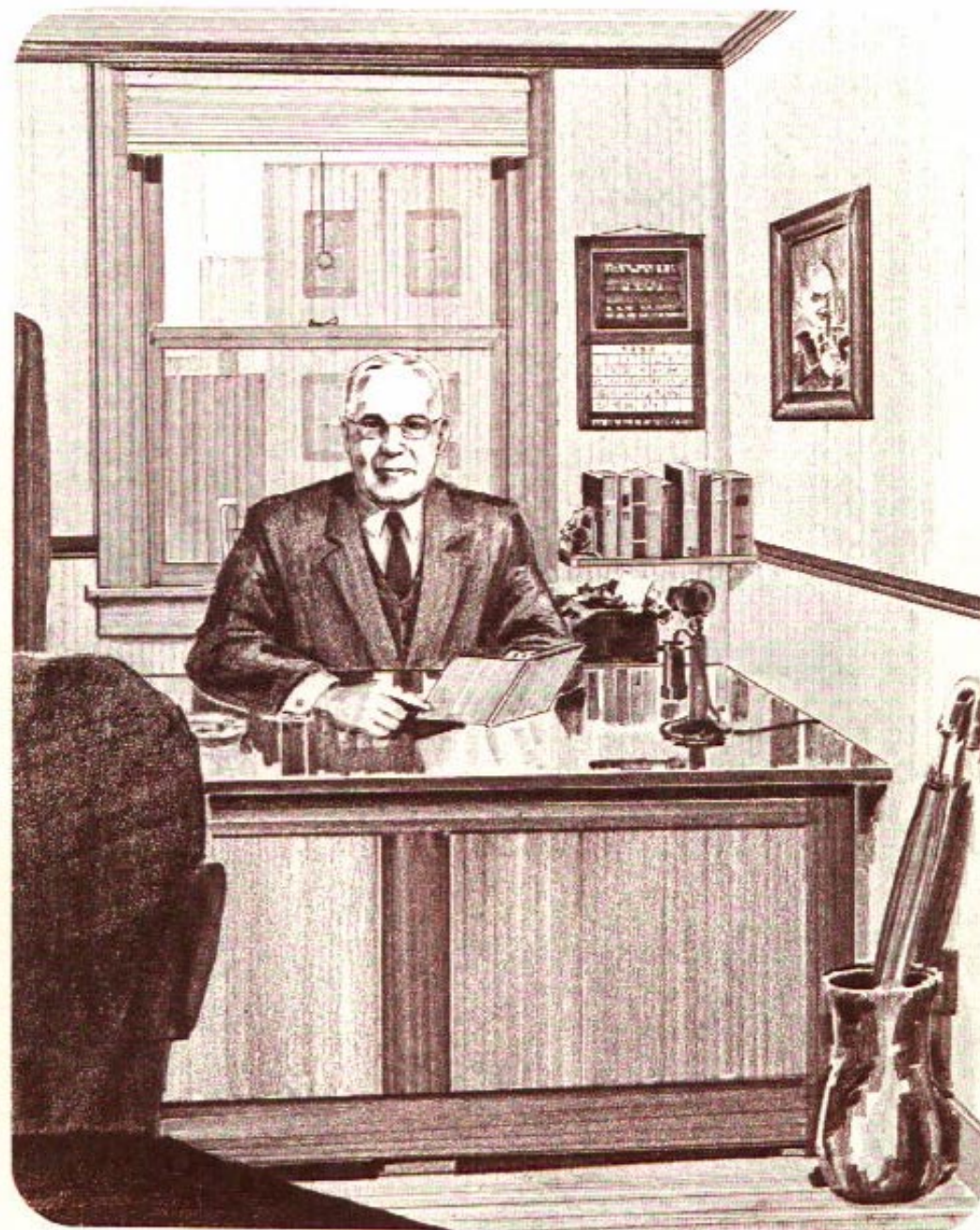
FILENE IN INDIA

Halfway around the world in India, Edward A. Filene, a wealthy Boston merchant, was introduced to the credit union idea in 1907 while he was on a world tour. He was so impressed that he returned to his home in Massachusetts determined to establish credit unions for the means of helping people and the economic growth of the United States. Filene began by helping to secure passage of the first state credit union act by the Massachusetts legislature in 1909. This was the beginning of his thirty-year crusade to establish credit unions in his own country, and is the reason why he is known today as the "Father of the U. S. Credit Union Movement".



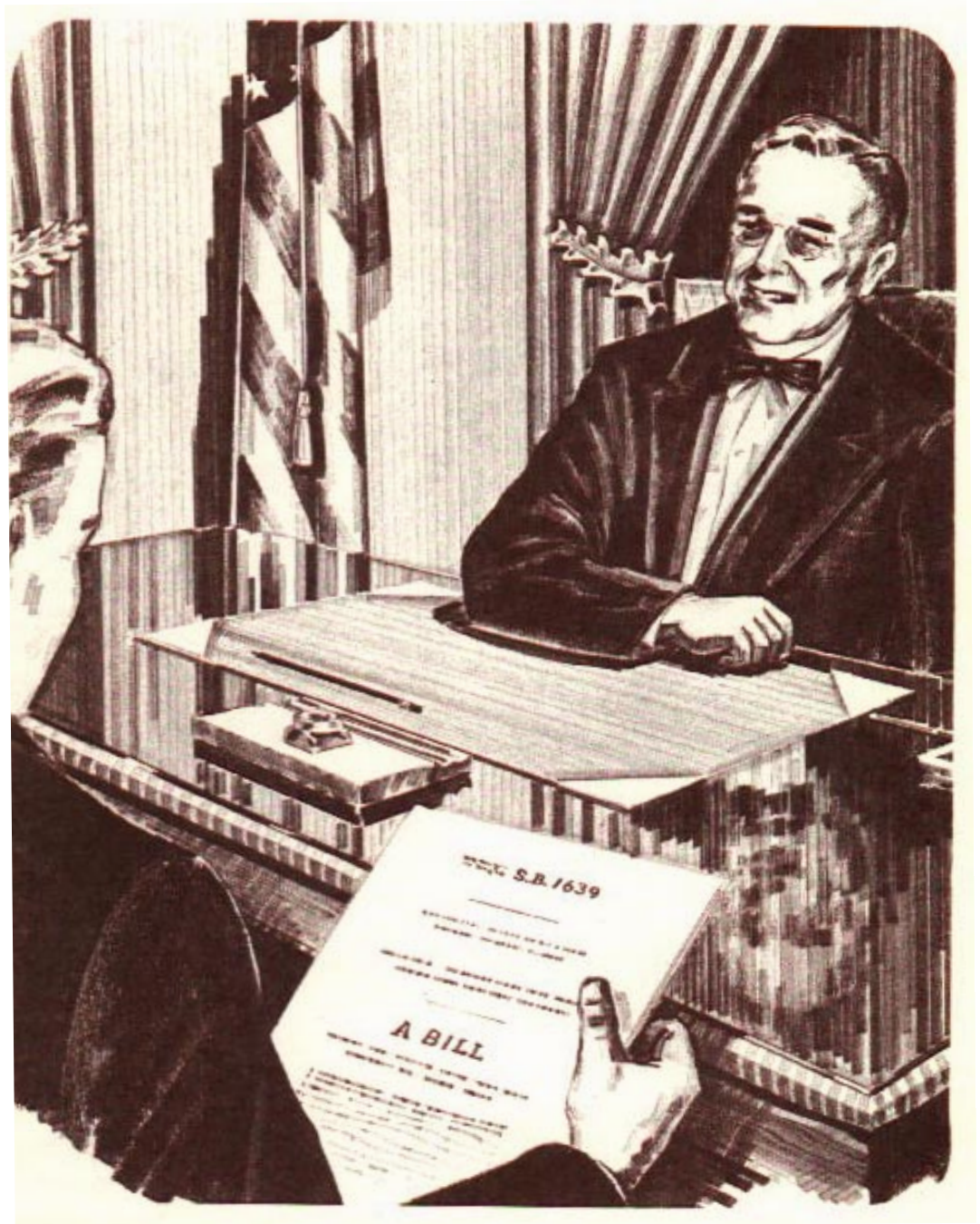
THE CREDIT UNION EXTENSION BUREAU

The first organized plan for the establishment of today's multi-million member credit union movement began in a modest little office in Boston in 1921. This was the first home of the Credit Union National Extension Bureau which was financed by Edward A. Filene and managed by Roy F. Bergengren. The primary assignment of the Bureau was to "Get Laws Enacted" in the various states to make credit union development possible. From this office Mr. Bergengren directed the great crusade to get the United States credit union movement rolling. The crowning moment came in 1934 when the Federal Credit Union Act was passed in Washington. Much of the success of today's credit union movement can be traced to Mr. Bergengren's direction of the Credit Union National Extension Bureau.



ROOSEVELT SIGNS CREDIT UNION ACT

The history of credit unions in the United States passed a significant milestone in 1934-the year President Franklin Delano Roosevelt put his signature on the Federal Credit Union Act. This was the climax and culmination of years of effort by hard working credit union people in many parts of the nation, and by their friends in the United States Congress. It meant that credit unions could be organized everywhere in the U.S. under charters from the Federal government. It was followed by an immediate upsurge in credit union expansion. Today there are over 10,000 Federally chartered credit unions with more than \$3 billion in assets.



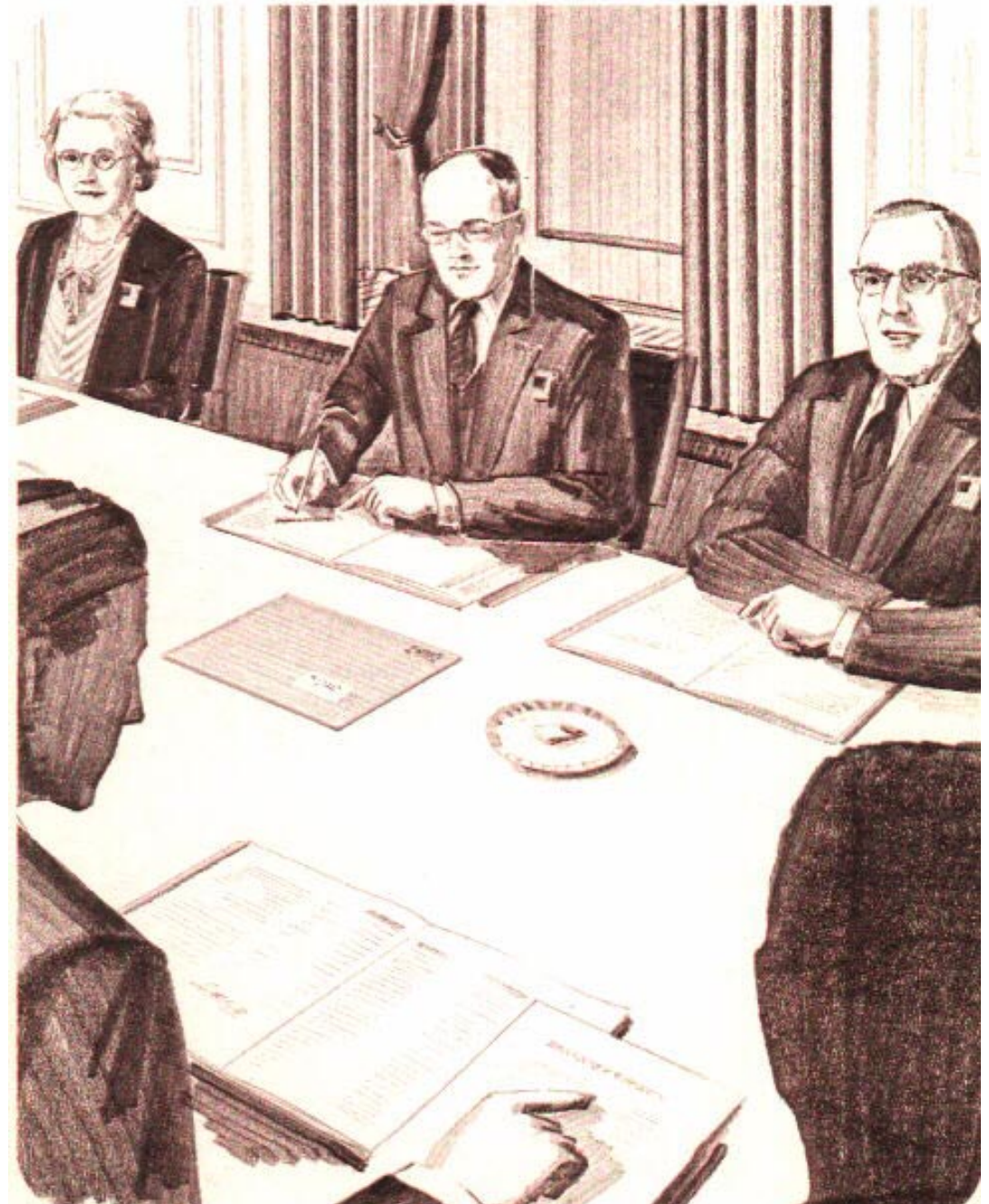
BIRTHPLACE OF CUNA

Men and women who had worked for years to build credit unions gathered at Estes Park, Colorado, in August, 1934. These 50 leaders of credit unions from 22 states then performed an historic act. They wrote the constitution for the Credit Union National Association and organized it as their leading body in the United States. This association, originally made up of state credit union leagues, and later of provincial leagues in Canada, and in other countries, carried on the work begun in 1921 by Mr. Filene and Mr. Bergengren with the old Credit Union National Extension Bureau. Soon after CUNA's establishment, two affiliates were organized — CUNA Mutual Insurance Society in 1935 and the CUNA Supply Cooperative in 1936.



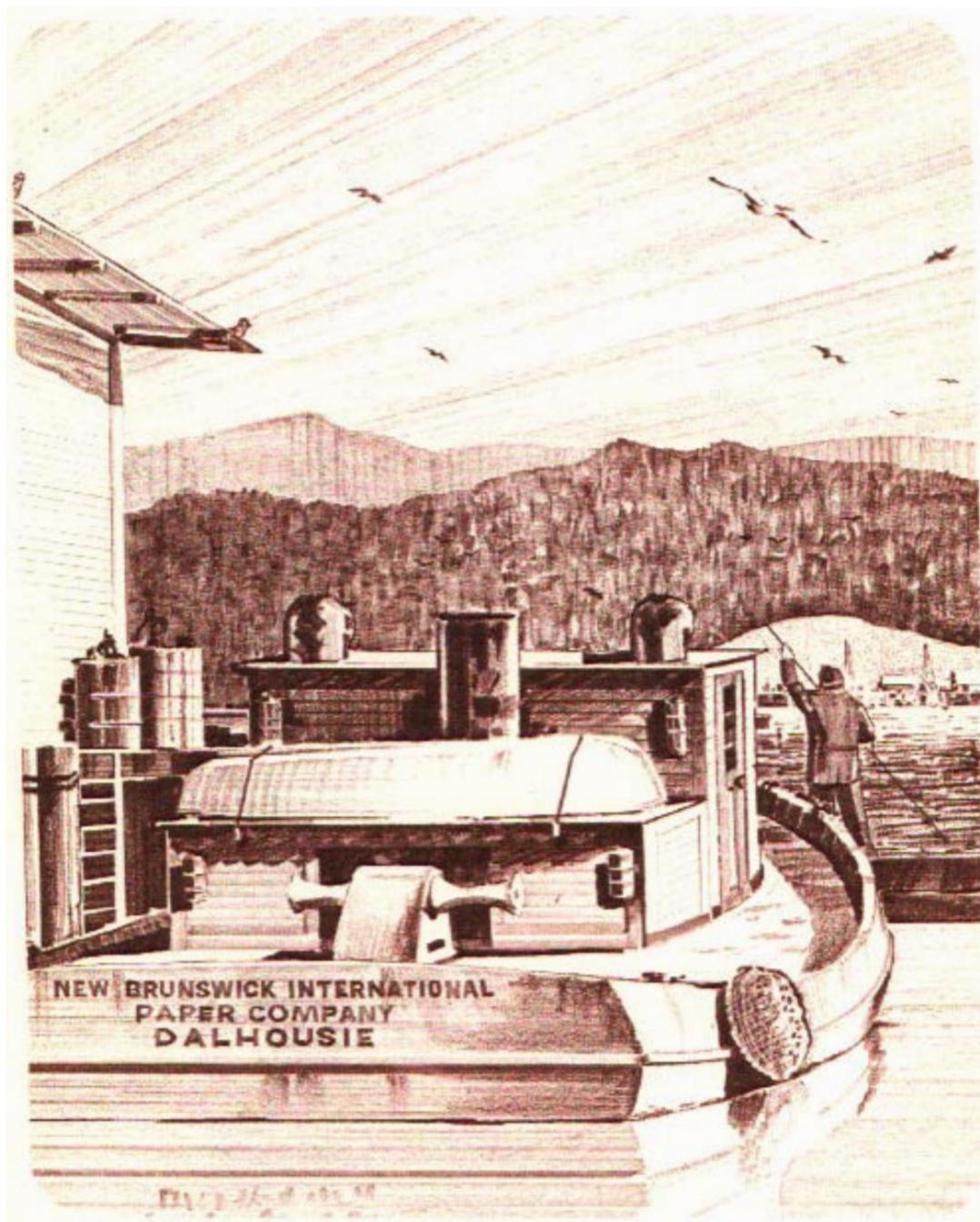
THE FORMATION OF CUNA MUTUAL

Pioneer leaders of the newly-formed Credit Union National Association demonstrated quickly that they had vision and courage. At its first meeting in Kansas City, Missouri in January, 1935, the original CUNA National Board voted to create the credit union movement's own life insurance Society as a means of meeting the credit unions' needs for adequate, low-cost borrower's protection. This was the beginning of CUNA Mutual Insurance Society, born of necessity and courage and nurtured by the strong belief of credit union people in the self-help principle of credit union philosophy. The wisdom of the Society's pioneer founders was soon confirmed in accelerated credit union expansion. It has been reconfirmed over and over down through the years by the steady increase in CUNA Mutual services for credit unions and their members.



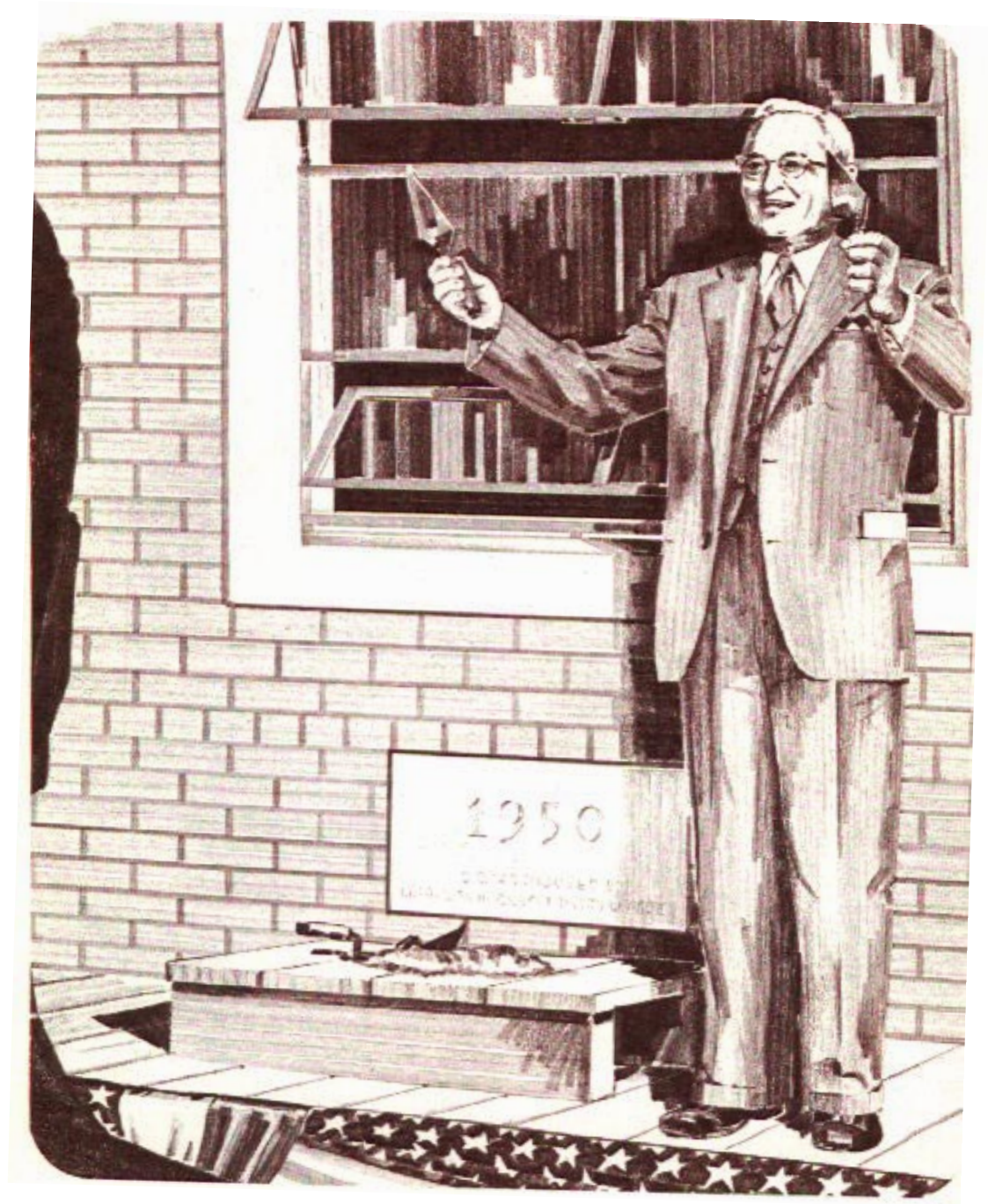
UNITY BEGINS AT DALHOUSIE

The first major step toward unification of Canadians and Americans into a united credit union movement took place at Dalhousie, New Brunswick, in 1937 when the Dalhousie Industrial Credit Union Society began using the services of CUNA Mutual Insurance Society. This credit union in a small northern New Brunswick paper mill city showed other Canadian credit unions the way to strengthening their member service with the Loan Protection and Life Savings services of the credit union life insurance Society. Thousands of Canadian credit unions followed Dalhousie in the use of CUNA Mutual's services, and the Canadian credit union leagues affiliated with CUNA officially in the early 1940's.



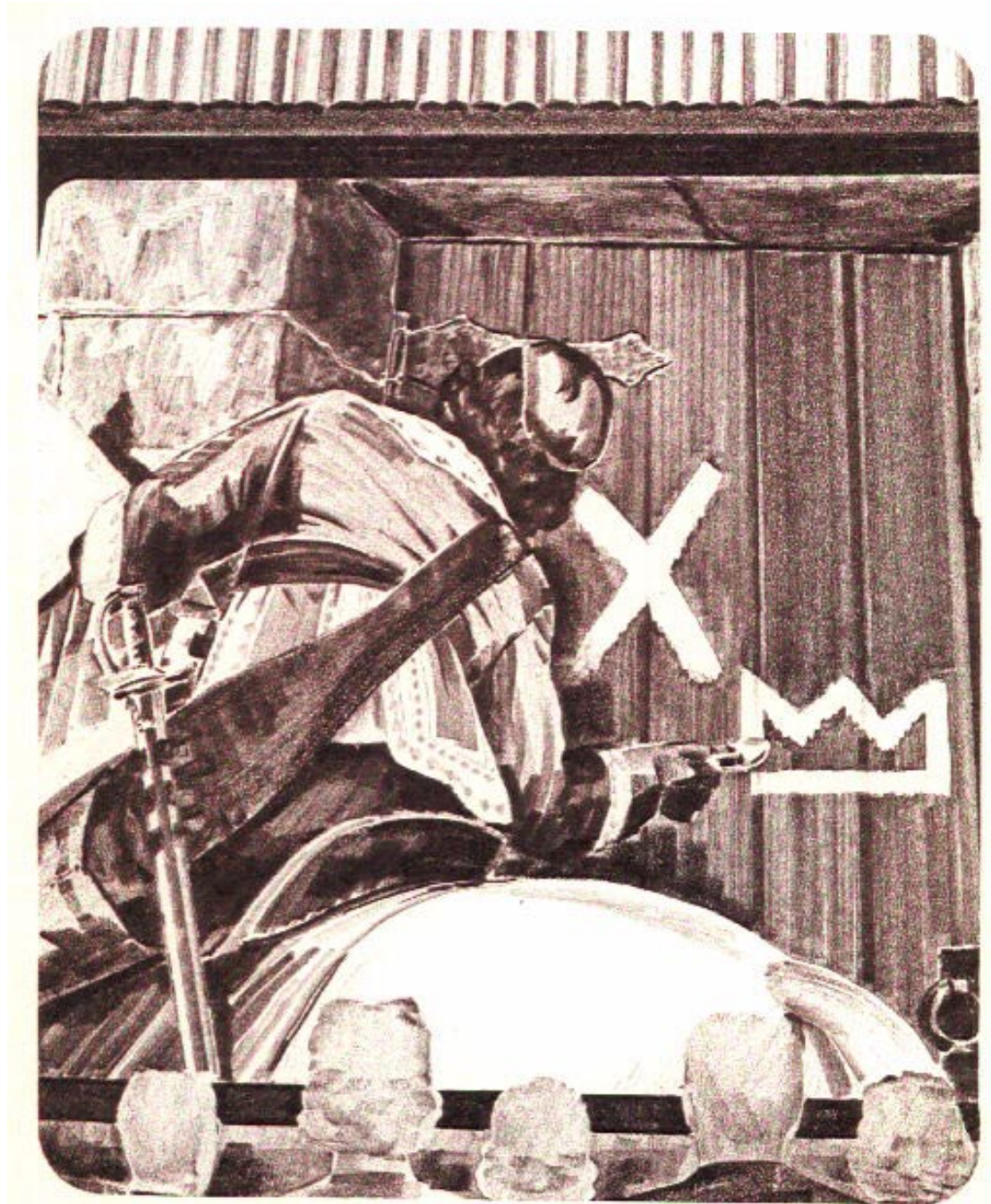
A U. S. PRESIDENT DEDICATES FILENE HOUSE

One of the proudest moments in the history of credit union people took place on May 14, 1950, when the President of the United States, Harry S. Truman, came to Madison, Wisconsin, to dedicate Filene House as the headquarters of the credit union movement. Over 5,000 credit union leaders from the U. S., Canada and other areas were on hand as President Truman dedicated the building in the name of the late Edward A. Filene, the Boston merchant-philanthropist who gave so generously of his time, energy and personal resources to establish credit unions in the U.S. Thousands of credit union organizations and credit union people acknowledged his great gift by contributing to the fund which made possible the construction of Filene House.



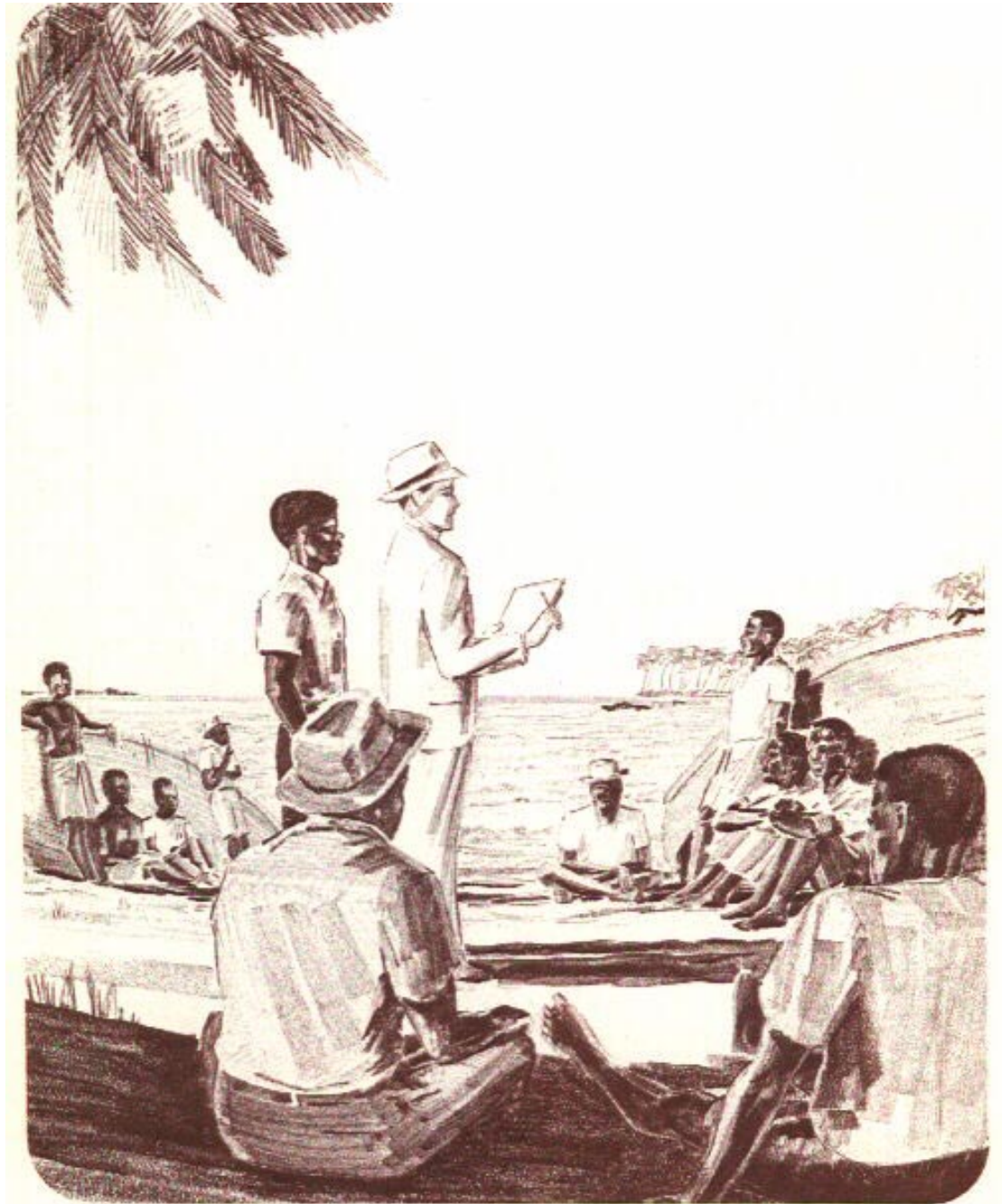
THE FIRST CREDIT UNION MOVIE

The dramatic growth of the credit union movement into an organization serving millions of people meant that it had greatly enlarged responsibilities in the field of mass communications. A high point in the credit union movement's adoption of new communications techniques came in 1953 when the Credit Union National Association produced its first movie, "King's X", as a means of telling the credit union story to members and non-members alike. This dramatic portrayal of the days when only the existence of a "King's X" on one's door saved one from imprisonment for debt is still a powerful instrument for telling the credit union story. Its production was an important milestone in credit union history because it ushered the credit union movement into an era when its use of the finest techniques of mass communication was to become essential to its continued progress.



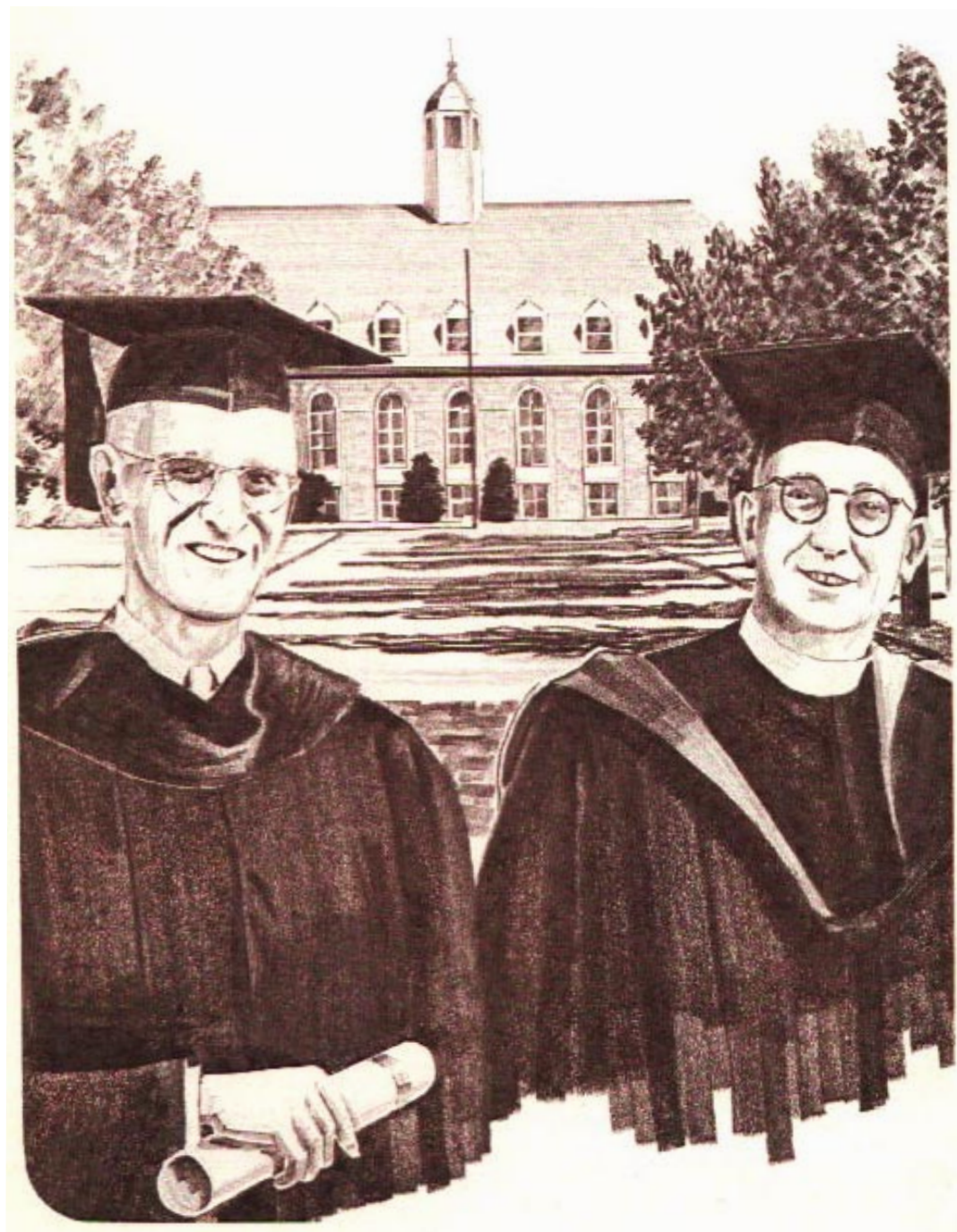
WORLD EXTENSION OF CREDIT UNIONS

The message of the tremendous good which the credit union was accomplishing in the United States and Canada ultimately stirred up interest and hope in many other areas of the world. Thanks to the growing strength of the credit union movement in both nations, it was possible for the Credit Union National Association to develop a formal program for World Extension of the credit union idea. The first such overseas credit unions were started in Jamaica in 1943 under the leadership of a Catholic priest, the Rev. J. P. Sullivan. Credit unions have since been established in more than 60 countries, and their value in helping the people of other nations to economic self-improvement has been recognized officially by the Government of the United States. The services of CUNA Mutual Insurance Society are also being extended to overseas credit unions wherever it is possible.



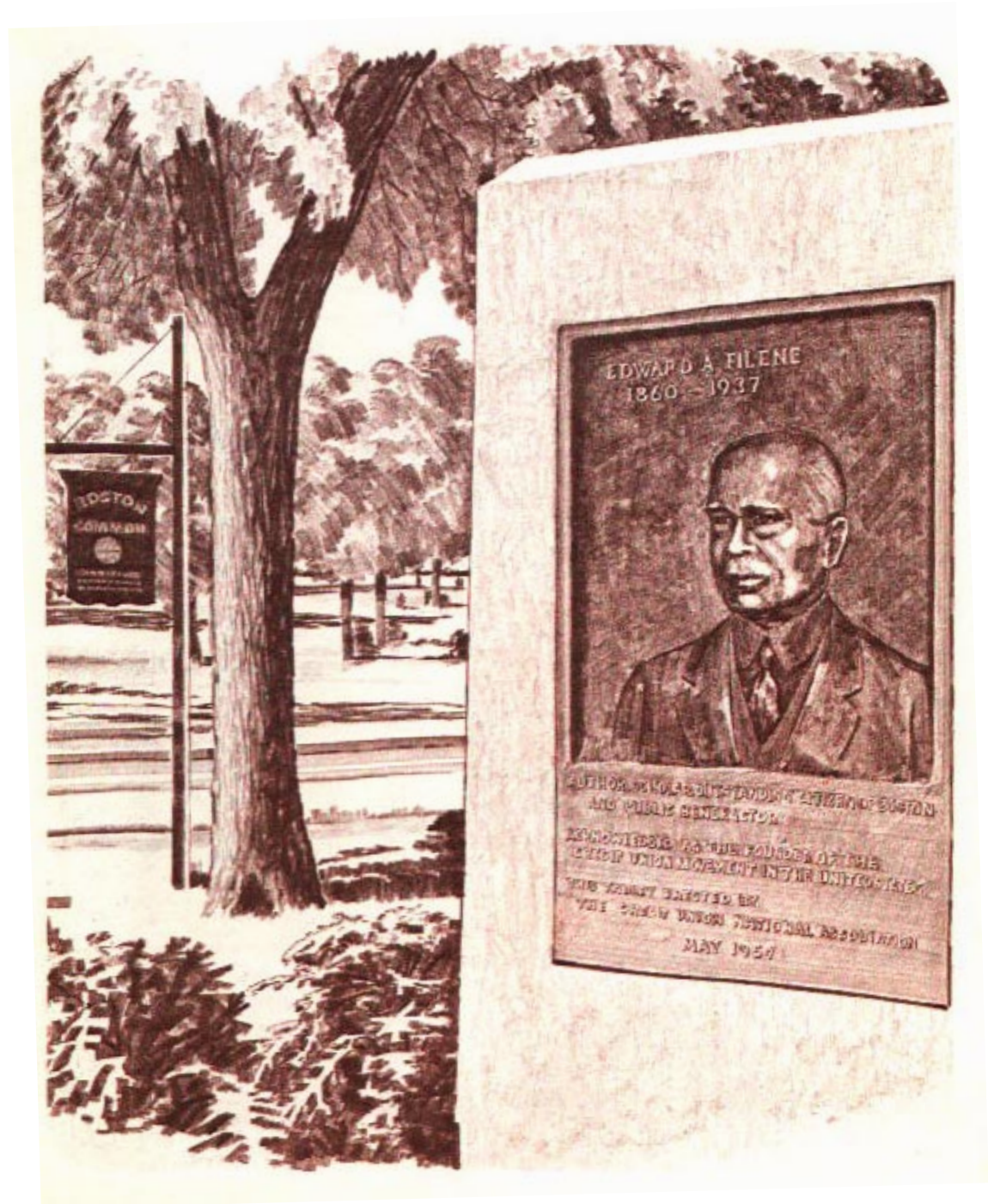
HONORS FOR CREDIT UNION LEADERSHIP

The credit union movement was honored by one of Canada's great educational institutions in June, 1953, when St. Francis Xavier University of Nova Scotia conferred honorary degrees on two international credit union leaders — one an American and one a Canadian. The degrees were presented to the Rev. Dr. J. D. Nelson MacDonald, a Nova Scotia clergyman who had worked since the 1930's to extend credit unions in Canada, and to Thomas W. Doig, managing director of the Credit Union National Association, CUNA Mutual Insurance Society, and CUNA Supply Cooperative from 1945 until his death in 1955. Doig was the greatest credit union organizer in the history of the credit union movement. Dr. MacDonald, has been a director of CUNA, CUNA Mutual and CUNA Supply, and was CUNA Mutual's president in 1959-1961.



COMMEMORATION IN BOSTON

The credit union movement began officially in the United States in Boston in 1909 when the Massachusetts legislature passed the first state credit union law. Three men who occupy prominent places in credit union history played prominent roles in its passage: Pierre Jay, Massachusetts banking commissioner who sponsored the law; Alphonse Desjardins, the French-Canadian who had established the first North American credit union at Levis, Quebec, in 1900, and Edward A. Filene, Boston merchant-philanthropist. The city of Boston demonstrated in 1959 that it was proud of its role in credit union history and of the important part played in that history by one of its native sons. On the 50th anniversary of the passage of the Massachusetts credit union law, the city authorized the Credit Union National Association to place a Filene Memorial Plaque in the famed Boston Common.



THE LESSON OF THE LINEMAN

Tragedy was the teacher who taught credit union pioneers the need for life insurance protection in their credit union operations.

It came in "The Lesson of the Lineman"—the story of a power company lineman who belonged to one of the early credit unions nearly 30 years ago. It came on a winter day as he was doing his daily job on the ice-covered steel latticework of a giant high tension tower.

A sudden crackle and burst of flame and a loose length of cable whipped at him. In seconds he was dead, hanging limply by his safety belt.

This lineman had borrowed \$250 only two days before his fatal accident. Two other linemen were co-makers and they were able to pay the loan in full out of their own savings. However, the directors of the credit union felt unhappy and unsatisfied.

They felt that some way could and must be found to make the credit union debt "die with the debtor." Credit life insurance seemed to be the logical answer, but it was not available at premium rates which made its use possible for credit unions. There were also too many restrictions in existing policies.

This was the climate in which many credit union people of that period began to think seriously and hopefully about the possibility of forming their own life insurance company to meet the needs of credit unions and their members.

Their dream became a reality in 1935 only six months after the formation of the Credit Union National Association. At its first meeting in Kansas City, Missouri, in January, 1935, the National Board of CUNA voted to establish their own credit union life insurance Society.

CUNA Mutual Insurance Society was created as the answer of credit union pioneers to the tragic "Lesson of the Lineman." It was an answer which enabled credit unions to rise to new heights of member service through development of their own credit union insurance programs.

